

From: Neal & Pat Shea <[REDACTED]>
To: <planning@ci.sunnyvale.ca.us>
Date: 1/7/2005 2:27:52 PM
Subject: Revising Sign Code

I am strongly opposed to changing the sign code for El Camino Real. I find it hard to believe customers can't find auto dealers on El Camino with their large sales lots, bright lights and large buildings. If they think potential customers can't identify which auto dealer they are, I suggest they use a small portion of their frontage space for auto level signs. El Camino doesn't need large signs like business trying to attract customers off freeways/expressways.

C.J. Shea
591 Middlebury Drive
Sunnyvale, CA 94087

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ATTACHMENT 6

Page 2 of 5

Mr. John Yu
Sand Hill Property Company
30 East Fourth Avenue
San Mateo, CA 94401

January 18, 2005

Re: Best Buy #685
Sunnyvale, CA

Dear John:

Thank you for scheduling the meeting with the City of Sunnyvale to discuss our signage concerns.

At the time of lease execution, given the size of our building as well as the architecture, the appropriate size of our front Ticket size was established at 319 sf. Given similar criteria, the size of the Ticket on the side of the building fronting El Camino Real, the reasonable size was determined to be 195 sf. Per the information you have shared with Best Buy, the current sign code limits those sign sizes respectively at 100 sf and 95 sf. At those smaller sizes, we are concerned that the visibility of our building identification from El Camino Real will be greatly diminished.

Unfortunately, at those smaller sizes, our identification appears to be lost on such a large building. Just the BEST BUY letters would only be around 25" in height. Such a discrepancy in proportions is not typical of recent stores we have opened in the Bay Area. At our Colma location, we have a 346 sf Ticket at the front and a 247 sf Ticket at the side. In East Palo Alto, our in-line store has a 391 Ticket on the front. The Oakland projects has a 391 Ticket on the front and two 200 sf Tickets at the sides.

Typically, most Cities calculate the size of the entire Ticket shape to determine the allowable square footage. When compared to other Tenants, we are at a letter height disadvantage because of our logo configuration. When we attempted to Trademark the name BEST BUY, the name was deemed too generic for trademark consideration, hence the creation of the Ticket shaped logo.

For example, a Ticket size of 319 sf contains 48" high BEST BUY letters. The square footage of just those letters calculates to be 149.3 sf. The 195 sf Ticket has 37.5" high letters at 90.3 sf.

In conclusion, to help resolve our signage concerns, we think a fair compromise would be in order. The 319 Ticket could be reduced to 275 sf. And the 195 Ticket down to 168 sf if necessary.

Please contact me if you have any questions.

Sincerely,

Roger Olson
Project Development Manager
Best Buy Co., Inc.

PART #MS-P0041144



19601 North 27th Avenue • Phoenix, Arizona 85027 • 623•580•6101

January 21, 2005

Connie Verceles
City of Sunnyvale
456 W. Olive
Sunnyvale, CA. 94088

RE: Sunnyvale PETsMART

Dear Ms. Verceles,

I am writing to describe the typical signage that PETsMART installs on our standard exterior elevations. Sunnyvale, CA. is a 23,000 Sq. Ft. ground up project that has front and side exposure. This store features a Banfield health facility, a grooming facility and a Doggie Day Camp.

The typical store frontage on a project of this size is:

Front

- 48" PETsMART on the front elevation (265 sq. ft.)
- 20" Banfield on the front elevation
- 15" Grooming on the front elevation
- 15" Doggie Day Camp on the front elevation

Side

- 48" PETsMART on the side elevation (265 sq. ft.)

There are PETsMART locations in Fremont, San Jose, San Mateo, and Union City which are now open or will be opening in this year. All of these have the typical PETsMART signage with the exception of San Mateo that has a 36" PETsMART sign on the rear elevation. This smaller sign application was due to the limited sign band that PETsMART had on that rear elevation.

I hope this clarifies the typical signage PETsMART is allowed. Please contact me should you have any further questions. Thank you.

Sincerely,

Michael Paddison

PETsMART Exterior Signage Manager
19601 N 27th Ave.
Phoenix, AZ. 85027
623.587.2314
E-Mail: mpaddison@ssg.petsmart.com

CC: Jeffery Evans, John Tze, Mike Metzger

Diana O'Dell - Re: Sunnyvale Signs

From: Connie Verceles
To: O'Dell, Diana
Date: 1/25/2005 8:55 AM
Subject: Re: Sunnyvale Signs

FYI...additional info for the RTC.

>>> <Ron_Davia@circuitcity.com> 1/25/2005 8:25:19 AM >>>

Thanks for sending me the revised sign code draft. I have the following recommendations:

Monument Signs

I see that you have increased the height by 5' and the size by 10 sf. My experience with other jurisdictions is that 10' to 20' is normal for the height, and 50 sf to 100 sf for the area. This change seems in line with other sign codes. I believe that your copy height restriction of 20" should be omitted. A monument sign that is 50 sf (7' x 7') with two sets of stacked letters and 6" spacing would typically have 33" copy.

Wall Signs

I see that our allowable building sign area has increased to 187 sf ((208' x .66) + 50) with no copy height restrictions. We appreciate this increase since it will allow us to replace our 10' diameter sign with a 15' diameter sign. Unfortunately, we will not be able to install our prototypical 16' diameter sign.

Your new formula allows the following sign sizes:

100' frontage = 116 sf	(100 x .66) + 50
150' frontage = 149 sf	(150 x .66) + 50
200' frontage = 182 sf	(200 x .66) + 50
250' frontage = 215 sf	(250 x .66) + 50
300' frontage = 248 sf	(300 x .66) + 50

Most sign codes that we see use a formula allowing between 1 sf to 2 sf of sign area per linear foot of building frontage. This means that our signs for this building would be between 208 sf and 416 sf. To help reduce this discrepancy between your code and the others I would recommend increasing the bonus to 75 sf for buildings over 25,000 sf. If we assume that most retail buildings are approximately 150' deep, this would give you the following sign sizes:

100' frontage = 116 sf	(100 x .66) + 50
150' frontage = 149 sf	(150 x .66) + 50
200' frontage = 207 sf	(200 x .66) + 75
250' frontage = 240 sf	(250 x .66) + 75
300' frontage = 250 sf	(300 x .66) + 75 (limited to the maximum allowable of 250 sf)

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I appreciate this opportunity to offer my recommendations. Let me know if I may be of further assistance.